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## FAX

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Michael J. Turton

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PAGES (WITH COVER)

0014

REFERENCE NO.

53051/288305

CLIENT/MATTER NO.

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1. Transmittal Form PTO/SB/21
2. Fec Transmittal Form PTO/SB/17
3. PTO-2038 Credit Card Payment Form
4. Amendment and Response

Applicants: Simon TONG and Mark PEARSON  
U.S. Serial No.: 10/661,741  
For: Methods and Systems for Improving a Search Ranking Using  
Population Information and Click Data  
Examiner: Cheryl Renea LEWIS  
Art Unit: 2167

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US2000 9349841.1

PTO/SB/21 (09-04)

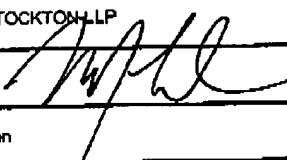
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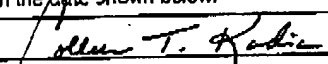
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<b>TRANSMITTAL FORM</b>	Application Number	10/661,741	<b>RECEIVED CENTRAL FAX CENTER OCT 24 2006</b>
	Filing Date	September 12, 2003	
	First Named Inventor	Simon TONG	
	Art Unit	2167	
	Examiner Name	Cheryl Renea LEWIS	
(to be used for all correspondence after initial filing)		Attorney Docket Number	53051/288305
Total Number of Pages in This Submission		16	

ENCLOSURES (check all that apply)		
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Reply <input checked="" type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): PTO-2038 Credit Card Payment Form
<b>Remarks</b>  		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm	KILPATRICK STOCKTON LLP		
Signature			
Printed Name	Michael J. Turton		
Date	October 24, 2006	Reg. No.	40,852

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I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.		
Signature		Date
Typed or printed name	Colleen Kadian	Date
		10/24/06

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).

## FEE TRANSMITTAL for FY 2005

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$) 100

Complete if Known

Application Number 10/661,741  
Filing Date September 12, 2003  
First Named Inventor Simon Tong and Mark Pearson  
Examiner Name Lewis, Cheryl Renea  
Art Unit 2187  
Attorney Docket No. 53051/288305

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### METHOD OF PAYMENT (check all that apply)

☐ Check ☒ Credit Card ☐ Money Order ☐ None ☐ Other (please identify) : \_\_\_\_\_  
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Under 37 CFR 1.16 and 1.17

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### FEE CALCULATION

#### 1. BASIC FILING, SEARCH, AND EXAMINATION FEES

Application Type	FILING FEES		SEARCH FEES		EXAMINATION FEES		Fees Paid (\$)
	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	
Utility	300	150	500	250	200	100	—
Design	200	100	100	50	130	65	—
Plant	200	100	300	150	160	80	—
Reissue	300	150	500	250	600	300	—
Provisional	200	100	0	0	0	0	—

#### 2. EXCESS CLAIM FEES

##### Fee Description

Each claim over 20 (including Reissues)  
Each independent claim over 3 (including Reissues)  
Multiple dependent claims

Total Claims 46 Extra Claims 2 Fee (\$ 50) Fee Paid (\$ 100)  
HP = highest number of total claims paid for, if greater than 20.

Indep. Claims 2 Extra Claims 0 Fee (\$ 0) Fee Paid (\$ 0)  
HP = highest number of independent claims paid for, if greater than 3.

Small Entity Fee (\$)	Fee (\$)
50	25
200	100
360	180
Multiple Dependent Claims	
Fee (\$)	Fee Paid (\$)

#### 3. APPLICATION SIZE FEE

If the specification and drawings exceed 100 sheets of paper (excluding electronically filed sequence or computer listings under 37 CFR 1.52(e)), the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).

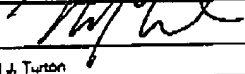
Total Sheets Extra Sheets Number of each additional 50 or fraction thereof Fee (\$ Fee Paid (\$)  
— - 100 = — / 50 = — (round up to a whole number) x — = —

#### 4. OTHER FEE(S)

Non-English Specification, \$130 fee (no small entity discount)

Other (e.g., late filing surcharge) : \_\_\_\_\_

### SUBMITTED BY

Signature		Registration No. (Attorney/Agent) 40,652	Telephone 404-815-6500
Name (Print/Type)	Michael J. Turton	Date 10/24/06	

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS: Simon Tong and Mark Pearson

SERIAL NO.: 10/661,741

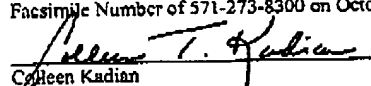
Group Art  
Unit: 2167

FILED: September 12, 2003

Examiner: LEWIS, Cheryl Renea

FOR: Methods and Systems for Improving a Search Ranking Using Population  
Information and Click Data

Attorney Docket No.: 53051/288305

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to MAIL STOP AF, U.S. Patent and Trademark Office's Centralized  
Facsimile Number of 571-273-8300 on October 24, 2006.  
Colleen Kadian**AMENDMENT AND RESPONSE**

Sir:

In response to the Office Action dated August 24, 2006, please consider the  
following amendment and response:

**Amendment of the Claims** are reflected in the listing of claims, which begins on  
page 2 of this paper.

**Remarks** begin on page 13 of this paper.

10/25/2006 MBINAS 00000011 10661741

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